

FIG. 1

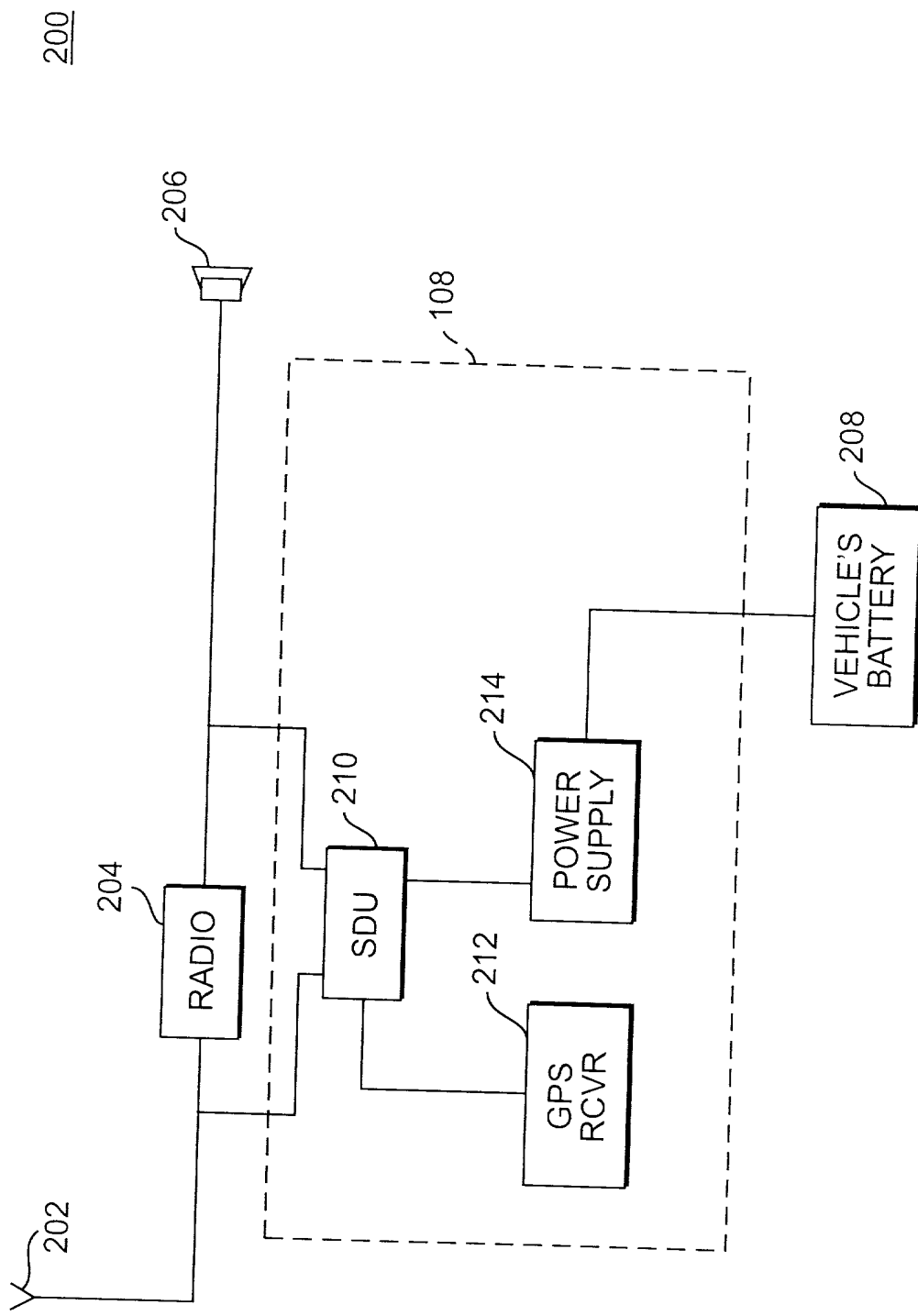
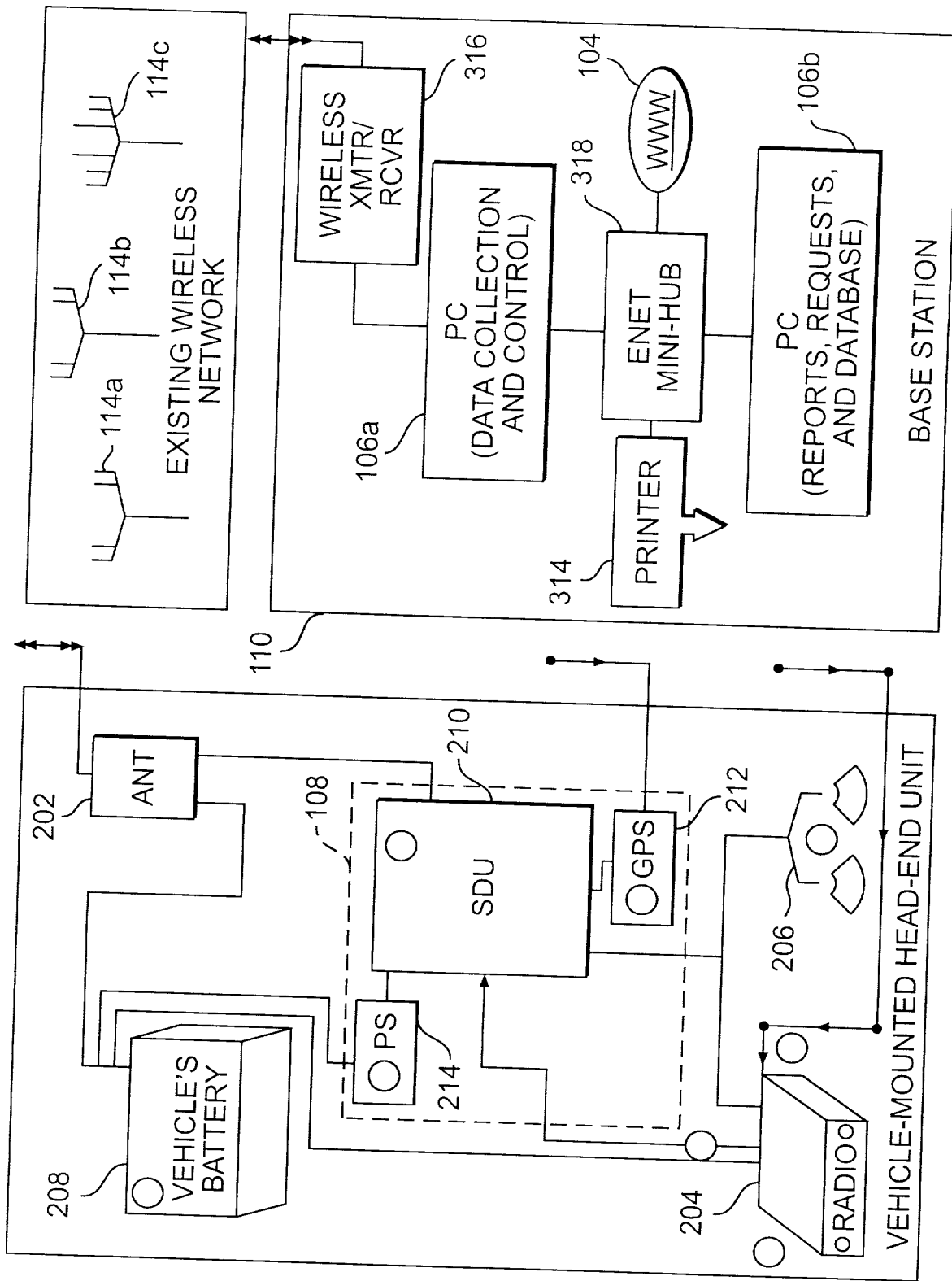
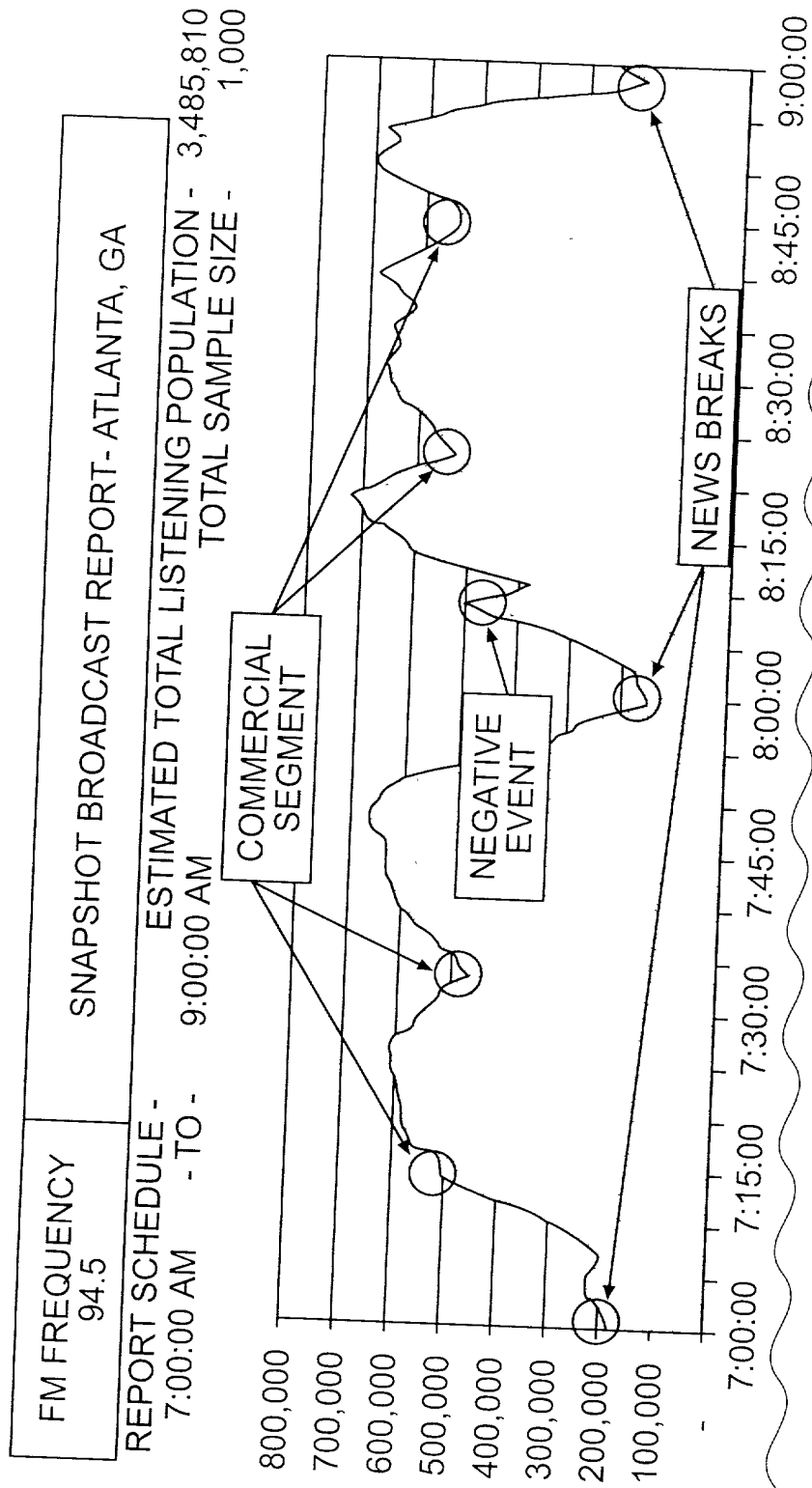


FIG. 2

100

FIG. 3



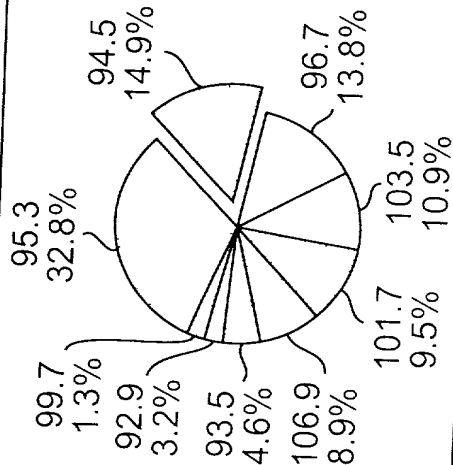


TO FIG. 4A CONT.

FIG. 4A

FROM FIG. 4A

TOP 10 ALLOCATION

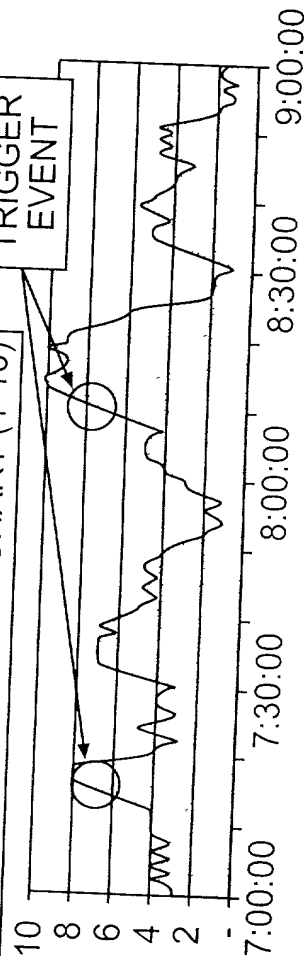


DEMOGRAPHIC PROFILE

| | | |
|-------------|---------|-------|
| 12 TO 17 - | 67,608 | 13.2% |
| 18 TO 24 - | 103,973 | 20.3% |
| 25 TO 34 - | 100,900 | 19.7% |
| 35 TO 44 - | 94,754 | 18.5% |
| 45 TO 64 - | 106,022 | 20.7% |
| 65 AND UP - | 38,926 | 7.6% |

| | | |
|----------|---------|-------|
| MALE - | 190,020 | 37.1% |
| FEMALE - | 322,163 | 62.9% |
| WHITE - | 356,992 | 69.7% |
| BLACK - | 136,241 | 26.6% |
| OTHER - | 18,951 | 3.7% |

VOLUME ADJUSTMENT CHART (1-10)



AVERAGE LISTENING DURATION

| | |
|------------------|---------|
| TIME - | 0:45:32 |
| MARKET AVERAGE - | 0:26:52 |
| MALE - | 0:25:47 |
| FEMALE - | 1:04:21 |

LISTENER STATISTICS

| | | |
|----------|---------|-------|
| AVG # - | 512,184 | 14.7% |
| PEAK # - | 725,048 | 20.8% |
| TIME - | 8:19:00 | |

| | | |
|-------------|---------|------|
| MINIMUM # - | 156,861 | 4.5% |
| TIME - | 8:00:00 | |

| | | |
|------------|---------|------|
| MAX GAIN - | 97,603 | 2.8% |
| TIME - | 8:08:00 | |

| | | |
|------------|-----------|------|
| MAX LOSS - | (174,291) | 5.0% |
| TIME - | 8:58:00 | |

FALLOUT STATIONS

| | | |
|-----|-------|-------|
| 1 - | 95.3 | 32.5% |
| 2 - | 101.7 | 25.4% |
| 3 - | 96.7 | 13.9% |

MARKET RANKING

| | |
|--------------|----|
| 2 - OUT OF - | 57 |
| FM - | 29 |
| AM - | 28 |

FIG. 4A CONT.

| | |
|----------------------|----------------------------|
| FM FREQUENCY 94.5 | SNAPSHOT BROADCAST REPORT- |
|----------------------|----------------------------|

REPORT SCHEDULE -
7:00:00 AM - TO - 9:00:00 AM

TO FIG. 4B CONT.

LISTENING AUDIENCE DISTRIBUTION

- ▷ NORTH ATLANTA METRO
 - AUDIENCE - 401,040
 - MARKET RANKING - 2
 - LISTENING DURATION - 0:52:21
 - FALLOUT 1 - 95.3
 - FALLOUT 2 - 103.5
 - FALLOUT 3 - 96.7
- ▷ EAST ATLANTA METRO
 - AUDIENCE - 55,316
 - MARKET RANKING - 5
 - LISTENING DURATION - 0:23:55
 - FALLOUT 1 - 106.9
 - FALLOUT 2 - 95.3
 - FALLOUT 3 - 96.7
- ▷ SOUTH ATLANTA METRO
 - AUDIENCE - 26,121
 - MARKET RANKING - 9
 - LISTENING DURATION - 0:15:31
 - FALLOUT 1 - 95.3
 - FALLOUT 2 - 99.7
 - FALLOUT 3 - 92.9
- ▷ WEST ATLANTA METRO
 - AUDIENCE - 29,707
 - MARKET RANKING - 8
 - LISTENING DURATION - 0:09:25
 - FALLOUT 1 - 96.7
 - FALLOUT 2 - 95.3
 - FALLOUT 3 - 93.5

FIG. 4B

MARKET STATISTICS

| | NORTH | EAST | SOUTH | WEST |
|-------------------|-----------|---------|---------|---------|
| POPULATION - | 1,115,459 | 941,169 | 732,020 | 697,162 |
| DAILY LISTENING - | 3:25:41 | 2:56:54 | 4:28:29 | 3:10:28 |
| MORNING - | 35.4% | 30.1% | 29.4% | 31.7% |
| AFTERNOON - | 21.8% | 25.8% | 26.8% | 19.2% |
| EVENING - | 36.1% | 31.7% | 19.8% | 32.2% |
| NIGHT - | 6.7% | 12.4% | 24.0% | 16.9% |
| TOP STATION - | 95.3 | 95.3 | 101.7 | 96.7 |

2020-02-29 09:00:00

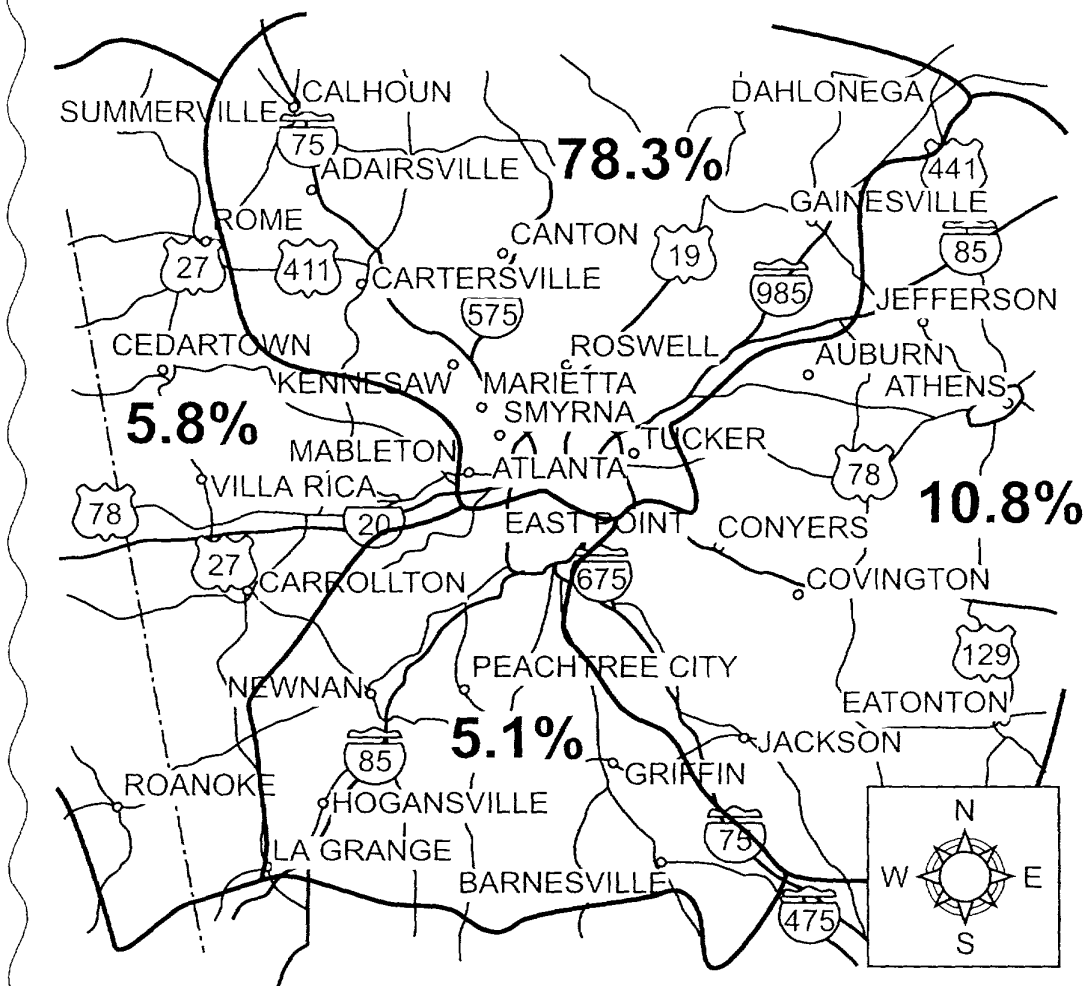
FROM FIG. 4B

ATLANTA, GA

ESTIMATED TOTAL LISTENING POPULATION - 3,485,810

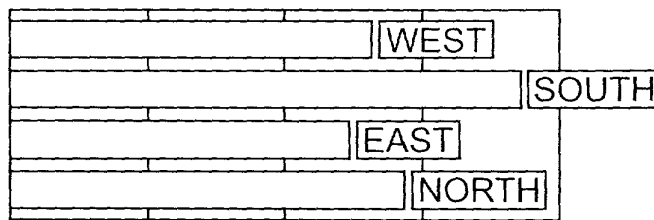
TOTAL SAMPLE SIZE - 1,000

ESTIMATED STATION LISTENING AUDIENCE - 512,184



INFORMATION BASED ON GPS TRACKING
OF SAMPLE LISTENING POPULATION

AVERAGE DAILY LISTENING TIME



0:00:00 1:12:00 2:24:00 3:36:00 4:48:00

**FIG. 4B
CONT.**

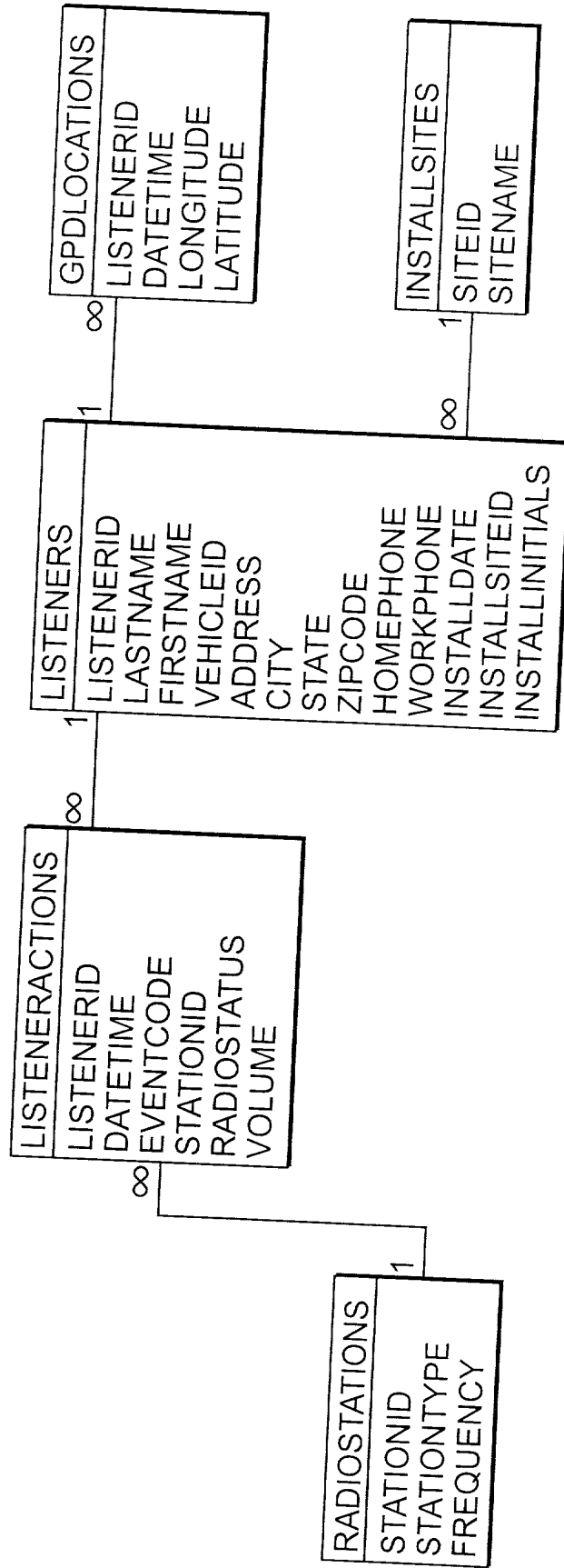


FIG. 5

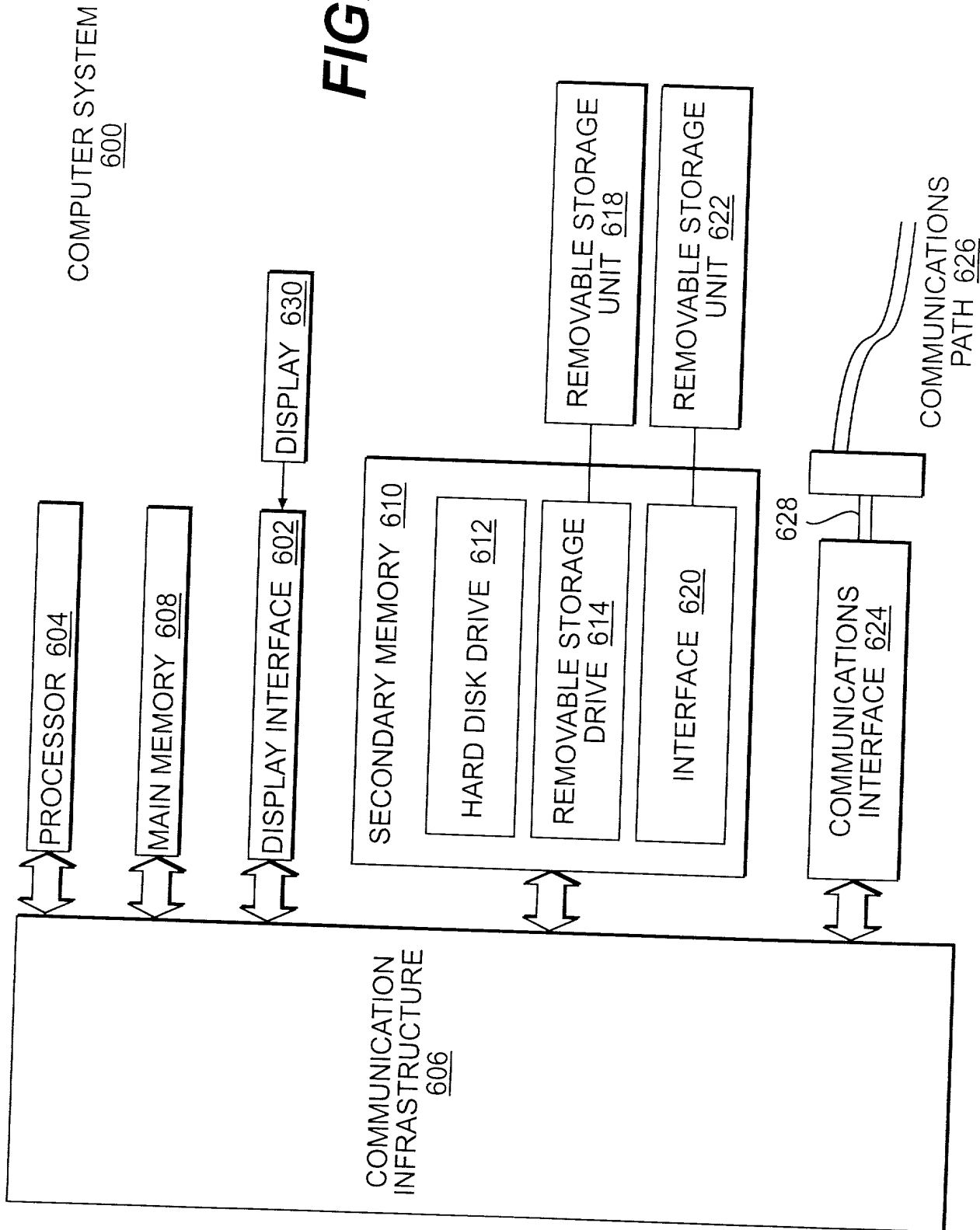


FIG. 6

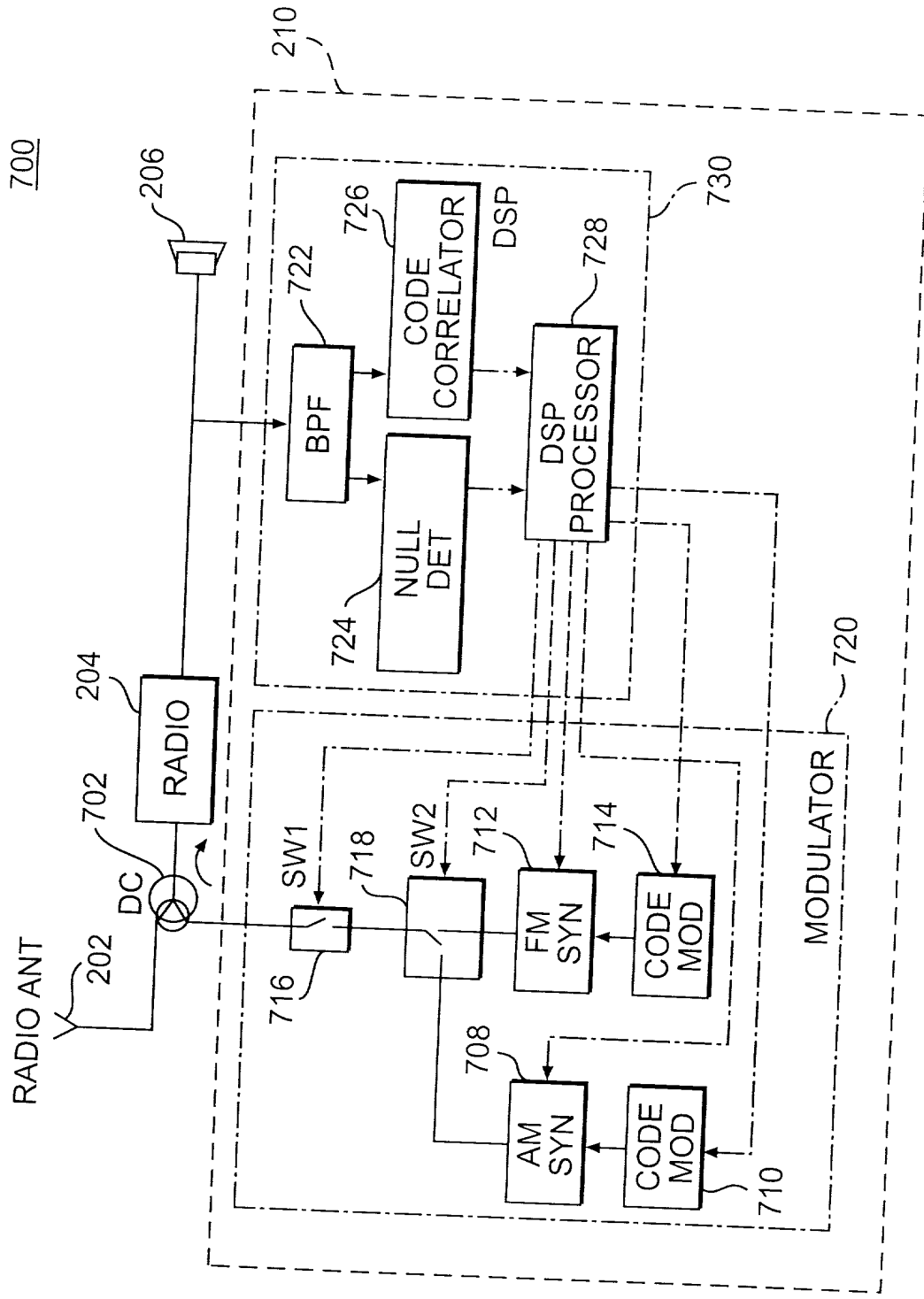


FIG. 7

FIG. 8

